SY 2025 - '26 ARTS IN EDUCATION PROGRAM GUIDELINES FOR **ORGANIZATIONS**

A HUDSON COUNTY OFFICE OF CULTURAL & HERITAGE AFFAIRS | TOURISM DEVELOPMENT GRANT PROGRAM

For programs to be offered between September 1st, 2025 to June 31st, 2026

APPLICATION DATES

Opens:
January 10, 2025 at 5AM

Closes:
February 7, 2025 at 12AM

AiEP GRANT
HUDSON COUNTY OFFICE OF CULTURAL & HERITAGE AFFAIRS · TOURISM DEVELOPMENT

Hudson County®
New Jersey

Cultural & Heritage Affairs
Tourism Development

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INTRODUCTION

Hudson County Office of Cultural & Heritage Affairs/ Tourism Development (HCOCHA/TD) offers funding support for approved arts in education programming for the school year beginning September 1, 2025, through June 30, 2026. This grant is administered by the HCOCHA/TD, a unit of Hudson County government, by authority of Hudson County Executive Craig Guy and the Hudson County Board of County Commissioners. AiEP is also supported in part by federal grant funds from the National Endowment of the Arts (NEA) Grant for Art Projects (GAP) with Hudson County matching 100% of these funds. To find out more about how National Endowment for the Arts grants impact individuals and communities, visit https://www.arts.gov/.

The primary purpose of the AiEP grant is to build a bridge between local non- profit arts organizations and all public schools in the 12 municipalities of Hudson County in an effort to increase students' access to quality arts education programs that may not be offered in their schools. These non-profit arts organizations collaborate with schools to allow students to have access to a variety of artistic disciplines during the school day. Proposed programs enhance and integrate arts in education programming within schools aligning with NJ Student Learning Standards for Visual and Performing Arts (NJSLS-VPA) and Social and Emotional Learning (SEL) to embed programming in the schools' and schools districts' curriculum.

The AiEP application process has two stages. First, non-profit arts organizations apply using for AiEP Grant Application for Organizations. Subsequently, Hudson County Schools are invited to apply for the AiEP Grant Application for Schools & School Districts in which a description of the organizations' proposed programs will be listed. Based on the prioritized needs of the schools, the guidelines of the application, and the amount of funding available, organizations are awarded funds to collaborate with the applicant schools & schools districts to provide the arts in education programs requested.

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PRIORITIES FOR FUNDING

Special consideration will be given to proposals of quality, innovation, and merit that address the following priority issues:

Programs that center learners: of varying abilities; in non-traditional academic programs; of culturally diverse or of "economically disadvantaged" in underserved communities.

Support of the arts in municipalities in northern and western municipalities of Hudson County.

Promote the growth of artists, arts organizations, and educational arts programs serving students grades PreK to 12 in Hudson County.

Expand the influence of Hudson County artists and students to a broader sphere.

Programs that authentically match students and school populations with teaching artists from shared cultural backgrounds and experiences.

Programs that are flexible and can be provided to a variable number of students and within a variable amount of time within the program period.

ELIGIBILITY

ALL applicants must meet the following eligibility criteria checklist:

- ☑ Based in Hudson County, NJ or NJ/NY Metropolitan area (must currently have or in process of obtaining a NJ Business Registration Certificate. **CLICK HERE** for information about the NJ-BRC and how to obtain one.

- ☑ Serves the residents in Hudson County, NJ

- ☑ Has been in existence for at least one full year as of January 1, 2024.

- ☑ Has been incorporated in the State of New Jersey and is a tax exempt, non-profit organization, as approved and certified by the Internal Revenue Service (IRS) under section 501(c)(3).

- ☑ All sub awardees must abide by the NEA Specific Terms & Conditions for Local Arts Agency under the federal law. For more information, visit **HERE**.

- ☑ Application through a fiscal sponsor/agent (**see more information on fiscal sponsors/agents**) are accepted but will only be eligible to receive funds from local Hudson County government funds. Applicants with fiscal sponsors will NOT be eligible to receive federal matching funds from the NEA.

- ☑ Organizations whose primary mission is related to the artistic realm (i.e., visual arts, music, dance, theater, and media arts) or is an organization that sponsors arts in education programs as a community outreach service. Libraries, schools, community organizations, and social service agencies are examples of sponsoring organizations. Sponsoring organizations are responsible for the writing and submission of the application and will be accountable to HCOCHA/TD for the management of the funded program.

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INELIGIBLE EXPENSES

Ineligible use of programs and expenses.

AiEP Grants MAY NOT be used for:

- General operating support.

- Hospitality of food costs.

- Airline travel and hotel expenses.

- Capital improvements, such as renovation or construction.

- Purchase of equipment, including, but not limited to, phones, computers, televisions, theatrical lights, dimmer boards, cameras, etc.

- No afterschool or summer programs.

- Presenting performances, exhibits, and productions outside Hudson County.

- Offsetting institutional/organizational budget deficits.

- Collateral to obtain loans

- Using as fund to lend to other organizations

- Programs whose sole emphasis is to motivate religious, sectarian, social welfare, or health education.

- The acquisition of works of art, antiques, ephemera, etc.

- The restoration of statuary, historic property, etc.

- Parades, fashion shows, religious feasts or plays, food festivals, antique shows, etc.

- Fundraising activities or related fundraising costs.

- Cash prizes, trophies, scholarships, tuition

- For personal gain in any manner.

- Any unallowable activities/costs listed under NEA Grants for Art Projects guidelines as a portion of this grant may be provided by this federal grant. See: **HERE**.

PROGRAM SUPPORT

MAX REQUEST PER PROPOSED PROGRAM

$2,500

There is currently no limit on the number of unique proposed program applications per organization. However, there is no guarantee that all organization programs are requested in the school applications or that you will receive 100% of the dollar amount of your request.

ELIGIBLE USE OF FUNDS
Programmatic costs.
Which include instructor fees, instructional materials/supplies, equipment rentals, etc. that is not included in "Ineligible Use and Expenses". Up to 15% of the grant may be used toward administrative costs.

RESTRICTIONS
NO Afterschool or Summer Programs.

REQUIREMENTS

- Applicants must have
  - at least one full-time paid staff administrator,
  - a proven fundraising campaign
  - be fiscally responsible,
  - have an active Board of Directors or Trustees involved in the governance of the organization, and
  - All sub awardees **must** have a Unique Entity Identification (UEI) Number. Sub awardees are NOT required to have a full registration in SAM.gov.
    - Visit https://sam.gov/entity-registration for more information.

- Programs MUST take place **in-school, during the school day**, in grades Pre-Kindergarten to Twelve (12). and may include but are not limited to artist residencies, arts integration programs, school/ community engagement programs, school enhancement programs, etc., that will align with the NJSLS-VPA and or SEL and be embedded in the school's curriculum.

- Programs MUST include drafted lesson plans with clearly stated learning goals, intended outcomes, and a means for evaluation.

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- Programs MUST include <u>a minimum of 5 total contact sessions (up to 1 hour each)</u> with a teaching artist and occur at least one time per week with <u>one distinct group of learners</u> consisting of an average public school class size (up to 30 students) for **EACH PROGRAM BUDGET**.

- For each UNIQUE proposed program, an organization MUST be prepared to submit a detailed Budget on the "Projected AiEP Expenses Sheet" along with a "Budget Narrative" which details the use of all funds in word form which supports each line item. Program applications with budgets that are incomplete or vague will receive low scores.

- Organizations MUST state the number of distinct groups of learners that can be accommodated in each program application, per school/per day.
  - Keep in mind, schools and/or school districts may request one proposed program for either **one** or **multiple** groups of students in one grade level.
  - For example: If the school or school district indicates five (5) groups or classes of 5th graders, then the awarded

Budget will be multiplied by that number. If budget request is $1,500, then the total award for that program will equal $1,500 x 5 = $7,500.

- Each program MUST include a final culminating event called a "Final" presentation which may be an informal or formal performance, showcase, sharing, workshop, unveiling, gallery, etc.

- The "Final" MUST be included in the timeline and within the number of sessions for each proposed program and should also be considered the "End Date" scheduled between the organization and the school during the Preliminary Planning Period.

- HCOCHA/TD staff will make a required site visit to evaluate fulfillment of the funded project and to gain feedback from students, schoolteachers, and teaching artists via required FINAL AiEP Surveys and/or FINAL Reports.

THE APPLICATION

The following section is not intended to be an exhaustive list of every question in the application. Rather, this section is intended to help you draft your narrative, budget narrative, and budget, which are crucial parts of your application.

APPLICATION POINTERS

Please read these guidelines carefully, in their entirety, as well as the following important application pointers.

You may propose one or more UNIQUE programs.

- Each UNIQUE program **REQUIRES** a **SEPARATE APPLICATION**.

- You must **TITLE EACH APPLICATION** with the **PROGRAM NAME** that is proposed in that application. This will be how each application is identified.

- The Program Name and Program Summary for each unique program that you provide in the application will then be included VER BATIM on the AiEP application for SCHOOLS.

- All Programs are not guaranteed to be selected and you are not guaranteed to be awarded the full amount of each of your requests.

The AiEP grant program is highly competitive. A successful applicant will have articulated the standards enumerated in the Evaluation of Proposals criteria throughout the application, keeping in mind the Priorities for Funding.

As with all other grant programs, AiEP grants are awarded to support and acknowledge a meritorious proposal based on artistic merit and artistic excellence.

When composing your narrative, please consider the need your mission or program/project is addressing in Hudson County.

Cite relevant information. Present supporting facts for stated assumptions. Use clear, understandable language (jargon or acronyms discouraged) and be brief, concise, and simple.

Please consider your organization's method of documenting its impact on geographical areas and underserved communities. If this is a new effort, please indicate so your plan in the narrative portion of the application.

Simple methods of such documentation are quick questionnaires and/or sign-in sheets that request the zip code of participants/audience members. (Please remember to be sensitive to the privacy of your patrons.)

Evaluation plays a critical role in the success of a program/organization. Please pay close attention to the efforts your organization has made to evaluate its programs/services.

Evaluation and geographical impact data may be obtained together using an array of techniques, which may include pre- and post- surveys, observations, questionnaires, comment sheets, and statistical information when determining the evaluation and assessment of the impact on students and measuring the success of your arts in education programming.

YOUR NARRATIVE

Be prepared to provide the following documents and information regarding your organization in the section Organization Profile & Preliminary Questions.

If you apply for an additional programs, these responses will auto-populate in the next application(s).

ORGANIZATION PROFILE

Be prepared to upload the following:

- Charity Verification: You must enter a valid EIN number to proceed. (see Eligibility page 4)

- New Jersey Certificate of Non-Profit Incorporation. (If you are not based in NJ, you may upload a NJ Business Registration Certificate (NJ-BRC).

- IRS 501(c)(3) non-profit designation letter.

- IRS Form W-9 (Request for Taxpayer Identification Number and Certification)

- Russia-Belarus and Iran Investment - Model Combined Certificate Document: This document is provided in the application. You will be required to print this document, fill out, sign, and then upload your completed document within the application.

- Organization Mission Statement

- Current List of your organization's Board of Directors or Trustees

- Supportive documentation and work samples

- SAM.gov Unique Entity Identification Number (UEI)

NARRATIVE PARAMETERS

You will be asked to provide important foundational information about your organization in the Preliminary Questions, such as:

- An overview of your organization, including targeted audience, history, governance, administration, planning, and artistic distinction (i.e., what sets your group apart from others).

- Experiences working with young people and working with students in a school setting.

- Discuss the qualifications of the full-time and/or part-time paid administrative and artistic personnel, including their longevity.

- Present an overview of the board of directors, including longevity of each member, titles, term of office, frequency of meetings, board retreats, standing committees, and how board members are cultivated and chosen to serve.

- Explain in detail the process used to develop and choose your organization's programming.

- Indicate how students with disabilities are considered for inclusion.

- State what measurable tools are employed to evaluate artistic excellence and student participation for each program.

- Illustrate how your organization's program(s) address Priorities for Funding listed on page of 3.

PROGRAM DETAILS

If applying for multiple programs, <u>be sure to give distinct responses in the PROGRAM DETAILS Section specific to each proposed program application</u>. You will describe program goals, student outcomes, and student assessment. Be sure to address educational quality as well as artistic quality and how you will measure success.

TIMELINE

You MUST describe your timeline, session by session or week by week, from start to end in this section. Timelines are subject to change based on the needs of the school; please state how you are able to be flexible without impacting the budget proposed or the quality of programming.

Take into consideration a preliminary planning period prior to the start of your program that you and the teaching artists will need to schedule the programming in advance as well as plan for a "Final" presentation location and schedule in collaboration with the school.

You will indicate the maximum number of sessions (up to 1 hour) included in your budget **FOR ONE GROUP OF LEARNERS/CLASS** (up to thirty (30) students). You may describe ways in which you can be flexible if the needs

of a school happen to change. See Requirements for more information.

You will also describe the culminating activity or "Final" presentation and when you propose several grade levels, you will be prompted to give a brief description of how the program is developmentally appropriate at each level.

ACCESSIBILITY

A universal or inclusive environment for the arts is one that is usable by everyone: people with and without disabilities and people of all ages. It is an environment with buildings, grounds, and communication systems that are usable by all. It is an environment where chosen programs and exhibits reflect a commitment to being part of an inclusive community.

The Americans with Disabilities Act (ADA), signed into Federal law in 1990, as amended, requires that all public programs and services be made accessible to all people, regardless of their physical or developmental challenges. The AiEP Grant Program and NEA supports this law.

HCOCHA/TD require that all applicants must indicate how students with disabilities and/or learning differences are considered for inclusion, and have an up to date ADA

Organizational Plan on file and be ready to provide one if asked.

You will be asked to give specific examples of:
1. How students with different types of disabilities are considered for inclusion in each program, and
2. Your past work with students of specific learning disabilities, if applicable.
3. How you will collaborate with SCHOOLS to align the program goals with the NJSLSVPA and SEL.

PROGRAM BUDGET

The AiEP Program Budget Section is important because it informs the review panel about the costs of your program or the finances of your organization and the rationale for same.

The AiEP Budget Narrative is a summary of your expenses, in paragraph form, for EACH of your proposed arts in education program expenses that an AiEP grant will help fund. It allows you to discuss your expense sheet line items in greater detail, or "put some meat on the bones," of your budget, so to speak. If you have items designated as "other" or "misc." in your expense sheet, you should enumerate them in this narrative.

The AiEP Projected Program Expenses is the spreadsheet and accounting of your organization's expenses associated with your proposed program. It is important to be as specific and accurate as possible. The final total will be calculated automatically based on the amounts you enter into each line item. The Narrative and Expense Sheet numbers MUST MATCH.

ALLOWABLE ADA EXPENSES

Applicants are encouraged to budget appropriate expenses to make programming accessible to ALL students including those with disabilities to comply with the [Americans with Disabilities Act (ADA)](#), such as, but not limited to, sign language interpreters, captioning, and large print type programs.

The purchase of equipment is not permitted as an allowable ADA expense; HCOCHA/TD offers free rental of Assistive Listening System.

EVALUATION OF PROPOSALS

After all proposals have been reviewed by HCOCHA/TD staff for eligibility and guidelines compliance, an independent panel of peer professionals in the arts and education realm will review all components of each application. It is up to the peer review panelists to evaluate the diverse range of arts in education programs against the application requirements detailed in these Guidelines.

They will assess the strengths and weaknesses of each application based on the review criteria in three categories: 1) Merit of Proposal which includes Artistic Merit & Artistic Excellence, 2) Budget, and 3) Overall Presentation.

MERIT OF PROPOSAL

- The credibility of the applicant

- The artistic merit of the program proposed.

- The artistic excellence of past and present programs/projects.

- The applicant serves the needs of its constituency by the funds requested in its proposal.

- The applicant's demonstration of a process for evaluating students learning outcomes based on goals of the proposed programs.

- The applicant presents a barrier free, accessible program.

- The applicant presents details and/or examples of how students with disabilities and/or learning differences will be included and supported in the proposed program.

- The applicants' demonstration of community support

BUDGET

- The applicant's presentation of a true and fully enumerated budget for all expenses.

- The applicant's demonstration of an appropriate use for the requested funds.

- The applicant's address of any of HCOCHA/TD's Priorities for Funding.

OVERALL PRESENTATION

- The applicant's presentation of clear, relevant answers to all questions throughout the application and submission of all documents requested in the online application.

Late, ineligible, and incomplete applications will not be reviewed

SCHOOLS & SCHOOL DISTRICTS

After organizations program applications are peer reviewed and scored, the description provided by the organization in the application will be copied **verbatim** into the School & School District application.

Schools will then apply as either an Individual School (one school) OR School District (two or more schools). **There is NO GUARENTEE that all organization programs will be requested by the school/s in the School & School District applications.**

Schools and School Districts that meet ALL of the following criteria may apply on the AiEP Schools & School District Application:

- Individual Public Charter School located in Hudson County, NJ
- Individual Public School located in Hudson County, NJ.
- Public School District located in Hudson County, NJ.

Individual Public Charter Schools and Individual Public Schools applying on behalf of ONE school may request UP TO THREE (3) programs LISTED IN PRIORITY ORDER based on their needs.

Public School Districts may apply on behalf of TWO (2) to FIVE (5) SCHOOLS within their DISTRICT and may request UP TO THREE (3) programs LISTED IN PRIORITY ORDER for EACH of those SCHOOLS based on their needs.

The school district applicant is responsible for the writing and submission of the application and will be accountable to HCOCHA/TD for the management of the funded programs in ALL of the schools they list and MUST identify a contact at EACH school as a liaison for PROGRAMING COORDINATION with the organization and HCOCHA/TD.

ANNOUNCEMENT OF AWARDS & NEXT STEPS

AiEP grant awards are announced by letter through email. Please read the following carefully regarding how and when payments are disbursed, the Preliminary Planning Agreement (PPA), and Final Surveys.

PAYMENT PROCEDURE

Grant fund are disbursed as follows:

FIRST PAYMENT

Fifty Percent (50%) of Hudson County Arts in Education (AIE) Funds and
One Hundred Percent (100%) of NEA Funds BEFORE the program start date, provided HCOCHA/TD is in receipt of ALL of the following:

- Fully executed PPA from BOTH Organization and School with PROGRAM DETAILS entered on Attachment A. Program Details must include **actual Start/End Dates** and must match on BOTH PPAs to be approved by HCOCHA/TD,

- First numbered Invoice indicating the **Program Name**, **School Name**, and **Start/End Dates** must be received at least thirty (30) days **PRIOR** to the **actual Start Date** in order to receive your first payment before you enter the school, and

- Requested Vouchers are signed for Hudson County AIE and/or NEA Funds.

FINAL PAYMENT

Fifty Percent (50%) of Hudson County AIE Funds AFTER the "Final" presentation or End Date, provided that HCOCHA/TD is in receipt of ALL of the following:

- Second numbered Invoice indicating the **Program Name**, **School Name**, **and Start/End Dates.**

- Requested Vouchers are signed for Hudson County AIE.

- All required AiEP final surveys and/or Final Reports are received by HCOCHA/TD.

PRELIMINARY PLANNING AGREEMENT (PPA)

Once an organization is awarded to collaborate with a school or school district, BOTH parties will receive a Preliminary Planning Agreement (PPA) with ATTACHMENT A. An example can be found **HERE**. Please read this agreement **BEFORE** you apply as you will be responsible to READ AND SIGN this agreement BEFORE funds are released.

The ORGANIZATION PPA and SCHOOL PPA are two separate and different documents. Organizations must submit their own PPA to HCOCHA/TD and are NOT responsible for submitting the PPA for the School. Schools MUST submit their own PPA directly to HCOCHA/TD.

Grant recipients MUST reach out directly to partnered school ASAP to begin Preliminary Planning **BEFORE** the school year begins in September 2025. **ALL** program details must be agreed upon during your preliminary planning period including the ACTUAL START/END DATES and "Final" presentation location and logistics.

ONLY AFTER the preliminary planning takes place, the Organizations and Schools may submit their PPA with ATTACHMENT A for approval. If submitted PPAs do

not match, they will be rejected. Organizations will NOT be authorized to enter the collaborating school until PPAs are approved.

In addition, the Organizations and Schools **MUST confirm the "Final" presentation date, time and location to HCOCHA/TD to arrange for the required school visit for evaluation by the HCOCHA/TD staff.**

KEEP IN MIND

Once you are partnered with a public school, you are responsible for providing the school or school district with required documentation /materials requested by each individual school or school district in order to work with students in their buildings.

This may include but is not limited to: NJ State Fingerprinting/ Background Check, Liability Insurance, and Vendor Contracts for your organization and all staff that will be working directly with students in the school setting.

Grant recipients must keep records of the total NUMBER OF STUDENTS who are served by their programs in each grade level.

FINAL SURVEYS/REPORTS

All Organizations and School grantees will be notified via email to complete the Final Surveys once the Final Presentation has been confirmed. AiEP Final Surveys must be submitted within **one (1) week of the "Final" Presentation.**

A Final Report may be requested upon completion of the programming which will include, but not limited to:

- Actual Total Number of students
- Actual Total Number of sessions provided,
- Amount of prep time,
- Digital media videos or photos of examples of works created or presented by students or used by your organization to promote your organization that includes the AiEP program funded by HCOCHA/TD, and
- A discussion on any of the following topics:
  - List of highlights of the program.
  - List any improvements that can be made in the future.
  - List any unforeseen circumstances and how you managed them.
  - List of goals agreed upon by organization and school to meet the criteria of the AiEP grant.

JAN–FEB	ORG Application Open
FEB–MAR	Evaluations and Peer Review
MAR–APR	School & School Districts Application Open
MAY–JUN	Award Announcements for Organizations and Schools
JUN–SEP	Preliminary Planning Period
OCT–JUN '26	PPA completed and Invoices due for payment disbursements.

GRANT AWARD GRIEVANCE PROCEDURE

- An applicant may not appeal against its grant award based on disagreement with the consensus critique of its proposal.

- An applicant may not appeal against its grant award if any part of its proposal contains ineligible expenses or requests that are not allowable under the guidelines.

- An applicant may not appeal for its grant award based on outdated HCOCHA/TD guidelines published in prior years. New or additional information that was omitted from the submitted application may not be used as grounds for grievance.

- An applicant that can demonstrate a pattern of gross misunderstanding on the part of the grant panel, as written in the panel's consensus critique, based on the facts, information, or support materials contained in its submitted application may appeal its grant award.

- An applicant that can factually document that the consensus critique of its proposal contains actual statements of bias against race, age, religion, physical or developmental aptitude, cultural

diversity, or sexual orientation, may appeal.

- An applicant that meets the grievance procedure requirements as enumerated above may submit a written appeal up to thirty (30) days after the date on the HCOCHA/TD letter of recommended grant award and consensus critique. Appeals will not be considered after this time.
  - Appeals made by telephone will not be accepted.

- Appeals that meet the grievance procedure requirements will be reviewed by HCOCHA/TD. Applicants will receive a written response from HCOCHA/TD with appropriate action, if any, no later than thirty (30) days after the appeals due date.

ACCESSIBILITY GRIEVANCE PROCEDURE

Artists or members of the public who are unable to participate in a funded program or project because of a physical or program content barrier may submit a grievance to HCOCHA/TD in writing.

In such a case, HCOCHA/TD staff will investigate each complaint. The recommendations are then presented to the Hudson County Counsel for legal review.
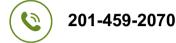
QUESTIONS

APPLICATION HELP

If you have any questions regarding the application, please reach us at:

📞 **201-459-2070**   ✉️ **aiepgrants@hcnj.us**

We are available Monday - Friday from 9AM to 5PM

TECHNICAL ISSUES/HELP

If you are having technical issues with the application platform portal, and our Grants Team is unavailable, we urge you to reach out to SurveyMonkey Apply.

Submit a ticket and their support team will get back to you in a timely manner.

Use the link below to reach Support

🔗 **https://hcnj.smapply.org/helpdesk/**

You can also reach Support through your application in the upper right hand corner. Click the ⓘ symbol and click "Having technical issues with this site?". This will take you to the support ticket form.